

Marketing Head Alliance Française de Manille (AFM)

We are hiring a Marketing Head to promote

- AFM's products and services, with the aim of increasing sales and sustaining AFM's good reputation
- French culture and Francophonie.

Open to all qualified Filipino Nationals based in the Philippines, preferably with a knowledge of and passion for French Language and Culture.

Responsibilities

Marketing and Business Development:

- Searching for new clients (whether corporate, universities and/or individuals) in liaison with the academic department and contacting prospective clients through cold calls, emails and letters
- Supporting the academic department in the marketing of classes, and coordinating the activation of attractive commercial gestures to boost sales
- Managing and improving the Club of Partners, the AFM's partnership program for members of the AFM
- Organizing and co-organizing events with the French Embassy in the Philippines and our partners (such as the French-Filipino Chamber of Commerce, French companies, NGOs and cultural organizations, universities, schools, etc.)
- Ensuring the satisfaction of AFM members and the attractiveness of the AFM membership

Internal communication:

- Facilitating information sharing within the team through flash meetings, creating dashboards, maintaining the shared agenda etc.
- Providing trustworthy feedback and ensuring regular and efficient reporting to the Executive Director and his Deputy
- Collaborating with the graphic designer / gallery manager on the production and delivery of advertising material such as flyers, web posters and brochures
- Collaborating with the reception team to gather feedback from customers and come up with appropriate communication tools to ensure the clarity of information
- Updating a general database of contacts (MS Access database)

External communication:

- Managing the AFM's website and social media accounts in liaison with the Executive Director and the Department Heads thru creating and sharing engaging content to animate the AFM online community
- Producing and promoting a series of new videos (in liaison with marketing professionals and short-film directors) focused on promoting the Francophonie.
- Collaborating with Philippine based influencers to promote French culture and to increase visibility and influence of the Alliance Française' network in the Philippines.
- Ensuring good external communication by planning ahead all communications campaigns for all AFM activities (classes, cultural events, library events, open houses, Ciné-Club etc.) aligned to AFM's brand
- Planning and creating email marketing campaigns with the tool, Get Response
- Compiling the monthly newsletter, social media reports and press reviews
- Making sure information about AFM activities is relayed by our partners and the press

Events:

- Acting as the Press Attaché and as the Master of Ceremony / Host during the events organized by the AFM
- Covering events: taking photographs (and archiving them), live posting on social media, being a contact person for the press if needed
- Supporting the pedagogical department in the organization of open house events, and being a contact person for partner organizations during the event
- Supporting the cultural department on the organization of events, and ensuring the visibility of AFM and promotion of our activities during these events
- Representing AFM during events such as the European Higher Education Fair

Basic Salary Range: 45,000 PHP gross

Work Arrangements:

- Formal Job Title: Marketing and Communications Manager
- Reporting to: Executive Director
- Schedule:
 - Monday to Fridays, 9:00 AM to 6:00 PM, subject to adjustment based on AFM's scheduled events
 - Occasional work on weekends for special events and/or intake of students. Said worked time can be offset to other days for rest / relaxation
- Based in: Makati City

To apply, please email your resume and cover letter to Mr. Xavier Leroux, Executive Director of the Alliance Française de Manille, at: xleroux@alliance.ph

The position starts in **November 2021**.